

Jan. 24, 2024

**\*\*Ratings Report for ABC News' "The View"**

*For the weeks of Jan. 8 and 15, 2024*

**'The View' Ranks No. 1 in Households and Total Viewers Among the Network and Syndicated Daytime Talk Shows and News Programs for the Week of Jan. 8**

**'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network Talk Shows and News Programs for the Week of Jan. 15**

**'The View' Posts Gains Week to Week and Year to Year in Total Viewers and Sees Weekly Increases in Women 25-54, Turning in Its Most-Watched Week in 22 Months**

**On Tuesday, With Guest ABC News Chief Washington Correspondent Jonathan Karl, 'The View' Turns in Its Most-Watched Telecasts in Nearly Two Years**

**Season to Date, 'The View' Sees Increases in Total Viewers, Ranking No. 1 in Households and Total Viewers Among All Network and Syndicated Daytime Talk Shows and News Programs for the 4<sup>th</sup> Consecutive Season**



*ABC/Jeff Lipsky\**

**For the week of Jan. 8, 2024, the most recent week including syndication, "The View" ranked No. 1 in Households (1.71 rating) and Total Viewers (2.509 million) among all network and syndicated daytime talk shows and news programs, leading "Live with Kelly and Mark" (1.64 rating and 2.417 million, respectively), NBC's "TODAY Third Hour" (1.54 rating and 2.269 million, respectively), "TODAY with Hoda & Jenna" (1.11 rating and 1.615 million, respectively), CBS' "The Talk" (0.95**

rating and 1.407 million, respectively) and “NBC News Daily” (0.89 rating and 1.320 million, respectively).

**For the week of Jan. 15, 2024, “The View” ranked No. 1 in Households (1.75 rating) and Total Viewers (2.581 million) among the daytime network talk shows and news programs**, leading NBC’s “TODAY Third Hour” (1.65 rating and 2.433 million, respectively), “TODAY with Hoda & Jenna” (1.21 rating and 1.769 million, respectively), “NBC News Daily” (0.97 rating and 1.439 million, respectively) and CBS’ “The Talk” (0.94 rating and 1.433 million, respectively). “The View” also **averaged 222,000 Women 25-54 and 145,000 Women 18-49**, based on Live + Same Day Data from Nielsen Media Research.

“The View” **posted gains week to week in Total Viewers (+3% - 2.581 million vs. 2.509 million) and Women 25-54 (+1% - 222,000 vs. 219,000)**. In fact, “The View” saw its **most-watched week in 22 months** – since w/o 3/28/22.

“The View” **posted Total Viewers increases year to year in Total Viewers (+6% - 2.581 million vs. 2.424 million)**.

**On Tuesday (1/16/24)**, with guest ABC News chief Washington correspondent Jonathan Karl, “The View” **delivered its most-watched telecast (2.848 million) in nearly 2 years** – since 3/28/22. In addition, “The View” **matched a season high in Women 25-54 (287,000), equaling its strongest performance in 6 months** – since 7/27/23.

Season to date, “The View” **is up in Total Viewers (+3% - 2.447 million vs. 2.381 million) versus the comparable weeks last season**.

**Season to date, “The View” is ranking No. 1 in Households and Total Viewers among all network and syndicated daytime talk shows and news programs for the 4<sup>th</sup> consecutive season.**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 1/15/24), Previous Week (1/8/24) and Year-ago Week (w/o 1/16/23) or as dated. Most Current Data Stream: Season 2023-2024 (9/4/23-1/21/24), Season 2022-2023 (9/5/22-1/22/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Prior to 8/31/20, ratings do not include OOH viewing. Averages based on regular telecasts.

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